



CENTENNIAL COMMITTEE

The Centennial Committee is established to plan and recommend fun-filled and educational events in the City to celebrate the City's first 100 years. Full committee and Sub-committee meetings are held on the fourth Monday of each month at 7:00 p.m. at the Torrance Chamber of Commerce. All meetings are open to the public. Those who wish to speak on any matter on the agenda are asked to complete a "Speaker Information" card (available at the meeting) and relay it to the staff before leaving the meeting.

Staff reports are available for review in the City Clerk's Office. Direct any other questions or concerns to staff liaisons Fran Fulton or Eleanor B. Jones at 310-618-5880. Agendas are posted on the City of Torrance website www.TorranceCA.Gov.

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in this meeting, please call 310-618-2967. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting [28CFR 35.102-104 ADA Title II].

HOURS OF OPERATION

**Monday through Friday from
7:30 a.m. to 5:30 p.m.**

**Offices are closed alternate
Fridays.**

CITY OF TORRANCE CENTENNIAL COMMITTEES

FULL COMMITTEE

SUBCOMMITTEES: • Events • Finance • Fundraising
• Marketing • Media/PR/Outreach

**TORRANCE AREA CHAMBER OF COMMERCE
3400 TORRANCE BOULEVARD
TORRANCE, CALIFORNIA 90503**

**Monday, October 10, 2011
7:00 p.m.**

A G E N D A

1. CALL TO ORDER

2. ROLL CALL

3. FLAG SALUTE

4. ORAL COMMUNICATIONS #1 (Limited to a 30-minute period)

Comments on this portion of the agenda are limited to items not on the agenda and to no longer than three (3) minutes per speaker. Under the provisions of the Brown Act, the Committee is prohibited from taking action or engaging in discussion on any item not appearing on the posted agenda.

5. INTRODUCTIONS

6. CHAIR'S REMARKS

7. FULL COMMITTEE WORK

A. Discussion

1. Meeting schedule
2. Sweatshirt order
3. Sign up for Torrance Area Chamber of Commerce Business Expo
4. Report on press for Lights, Camera, Action

B. Approval

1. Minutes 9/12/11
2. Meeting schedule
3. Bus shelter signs
4. Interior bus signs

8. ORALS

- A. Comments from committee members
- B. Announcements / Updates

9. SUB-COMMITTEE WORK

A. Events

1. Approval
 - a. Minutes
 - i. 9/26/11 minutes
 - ii. 10/3/11 minutes

- b. Events budget
- c. Leads for events

2. Discussion

- a. Lights, Camera, Action
 - i. Registration update
 - ii. Signs
 - iii. DJ Ozzie script
 - iv. 10/15/11 email to registrants
 - v. Responsibility list with contact information
 - vi. Headsets
 - vii. Security contract
 - viii. Fire Department camera
 - ix. High school volunteers for crowd control / directional flow
 - x. Other LCA details

B. Finance

- 1. Budget review
- 2. Merchandise

C. Fundraising

- 1. Discussion
 - a. Brick sale update
 - i. Forms
 - ii. Website
 - iii. Logistics
 - iv. Accounting
 - b. Brick sales marketing plans
 - c. Sponsor update

D. Marketing

- 1. Discussion
 - a. Follow up to any action items identified from Exec Committee
 - b. Status and update on "games"
 - c. New business topics

E. Media / PR / Outreach

- 1. Press Release'
 - a. Lights, Camera, Action (day of event)
- 2. Other communication

10. ADJOURNMENT

A. Next meetings:

- Monday, October 24, 2011, Executive Committee at 5:00 p.m.
- Monday, October 24, 2011, Full & Sub-Committees at 7:00 p.m.
- Monday, November 14, 2011, Executive Committee at 5:00 p.m.
- Monday, November 14, 2011, Full & Sub-Committees at 7:00 p.m.